

COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 14415

Communications between scientist and scientist are the most effectively managed at present. A communications expert would probably attribute this to the following factors:

- a) biomedical scientists are a relatively homogeneous population conditioned by a well-understood set of procedures and underlying principles of investigation;
- b) scientists communicate with considerable precision through the use of an assiduously defined and carefully used set of language and symbols;
- c) the scientific community is largely pre-motivated to understand and implement accurately what new information is communicated to them, as the price of neglect to do so is eventual if not immediate failure at one's life work, given the high degree of peer review and testing operative in science; to discover error is to further one's success, in pure terms;
- d) the channels of communication -- primarily scientific journals, seminars, and working papers -- are relatively few in number and are attended by virtually all scientists active in a given field; additionally, they have ready access to supplementary data through efficient storage and retrieval systems now in place;